

Home Furnishings Calendar 1948

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

ANNOUNCEMENT

HOME FURNISHINGS CALENDAR is now owned and published by
Home Furnishings Calendar, Inc.

President - Marian E. Murtfeldt, former editor of
The Bride's Magazine
Vice President - Mary Moon Hemingway, former associate
editor of House and Garden
Secretary - Emma Aubert Cole, former associate
editor of House and Garden
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NEW ADDRESS: 441 Madison Ave. NEW TELEPHONE NUMBER:
New York 22, N.Y. Murray Hill 8-4410

NEWS ITEMS MUST REACH US BY MONDAY AT 5 P.M. EACH WEEK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 29 By appoint- ment only Going On	NEW COLLECTION: LAMPS, FABRICS, ACCESSORIES Beautiful, fast-color fabrics, unusual large lamps and shades, and decorative accessories in silver and other metals, all made by the finest Mexican craftsmen, may be seen by appointment only. Orders on fabrics and accessories will be filled within sixty days; lamps are to be sold from the floor. Contact: John Elliott, MU. 8-4410. Publicity: Charlotte Parker, MU. 8-4410.	ROGAR COLLECTION	441 MADISON AVENUE THIRD FLOOR
Thursday July 29 Going On	REVIVAL OF A SHOP Reviving a shop which she had some years ago, Charlotte Ferguson has opened a new shop specializing in screens of various sorts: wallpaper and painted. All screens are washable and special orders can be filled. Contact: Charlotte Ferguson, PL. 9-7977.	THE SCREEN SHOP	986 SECOND AVENUE
Thursday July 29 Going On	NEW ADVERTISING CHARACTER A genial, informal and good-natured caricature of a little Air KING will appear in all advertisements as well as in displays and point-of-sale programs. Developed by Van Dine Advertising, the Air KING will act as an eye-catcher to point up important items. Contact: A.D.Adams, HY. 2-8000.	AIR KING PRODUCTS COMPANY, INC.	170 - 53RD STREET BROOKLYN 32, N.Y.
Thursday July 29 Going On	NEW TABLE LAMPS Lee Bernay has designed a new line of table lamps, large in scale and striking in decorative effect which are now on display. Prices range from about \$45 to \$175. Contact: Ben J. Farr, CH. 2-3457.	LAMP CRAFT STUDIOS	223 EIGHTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 29 Going On	EXHIBITION: FIVE MODEL ROOMS Stock furniture and accessories, enlivened by the skillful use of color and fabrics, distinguish the dollar-conscious decorating of these newly-opened rooms by Esther Klesnick. Although the furniture is mainly in traditional feeling, fabrics and colors give the rooms a contemporary air. A large living room, featuring a built-in Brunswick television set concealed by a huge, three-panel screen in antique white with floral decor; an oval dining room; a small library and a circular bedroom complete the group. Publicity: Lois Munn, James McCreery & Company, WI. 7-7000.	JAMES McCREERY & COMPANY	FIFTH AVENUE AND 34TH STREET
Thursday July 29 Going On	MASTERPIECES IN YOUR LIFE Eight paintings from the collection of Mrs. Charles Suydam Cutting by such artists as Cezanne, Renoir and so on are on display in rooms especially designed to harmonize with them. Hobby collections housed in special rooms are also part of this midyear furniture event which includes Charm House, newly decorated to show the use of television in the home. Publicity: Mary Grizzard, L. Bamberger & Co., MA. 2-1212.	L. BAMBERGER & CO.	NEWARK NEW JERSEY
Thursday July 29 Going On	"ART TO LIVE WITH" Abraham and Straus has launched its half-yearly furniture event with a store-wide exhibit of "Art to Live With." The show highlights paintings and sculptures by 29 contemporary American artists, shown in displays throughout the store. This showing also marks the opening of the first Fine Art Section in the store's Picture Department. Contact: Frances Bemis at Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN 1, N. Y.
Sunday August 1- August 5	SEVENTEENTH WESTERN SHOW Gifts, stationery, lamps, leather goods, and housewares will be among the items displayed in the Western Merchandise Mart in San Francisco this year. Contact: Kay Leber, Show Mgr., 1355 Market St., San Francisco; UN. 1-2727.	WESTERN MERCHANDISE EXHIBITORS	CIVIC AUDITORIUM SAN FRANCISCO, CAL.

WEEK BEGINNING MONDAY, AUGUST 2, 1948

Monday August 2- August 6	BUILDING SUPPLIES EXPOSITION More than 190 exhibits of products used in both the construction and maintenance of loft, office, institutional, industrial and large residential buildings will be shown. Attendance is limited to architects, builders, superintendents, managing agents, maintenance men, purchasing agents, etc. By invitation only. Contact: Arthur Tarshis, WA. 9-8068.	EXPOSITION FOR TRADES, INC.	GRAND CENTRAL PALACE
Monday August 2- August 7	WESTERN SUMMER MARKET "Onward Thru Change" is the theme of the summer market in San Francisco. New showings of lines produced by over 2000 manufacturers of all kinds of home goods and a full schedule of trade activities will be featured. There will be important evening meetings and social activities. Contact: Frank R. Runyan, Western Merchandise Mart, San Francisco.	WESTERN MERCHANDISE MART MANAGEMENT	WESTERN MERCHANDISE MART, SAN FRANCISCO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 2-13	CHICAGO GIFT SHOW,	PALMER HOUSE,	CHICAGO.
August 2-14	CHINA, GLASS AND POTTERY MARKET,	MERCHANDISE MART,	CHICAGO.
Thursday August 5 11:00 A.M.	PRESS OPENING: GIFTS FOR XMAS FROM ITALY In cooperation with twenty-three importers of Italian gift items, the House of Italian Handicrafts will display to the press gifts for Christmas promotion. These are available for immediate delivery. The official opening date is Monday, August 9. Gifts include such items as lamps, desk sets, handblocked papers, vases, glassware, linens, breakfast sets, centerpieces and so forth. Publicity: Madeleine Clark, PL. 9-3190.	THE HOUSE OF ITALIAN HANDICRAFTS	217 EAST 49TH STREET
August 8-12	NEW YORK STATE GIFT SHOW,	HOTEL STATLER,	BUFFALO, N. Y.
August 8-13	DOMESTICS AND LINEN SHOW,	HOTEL NEW YORKER,	NEW YORK, N. Y.

WEEK BEGINNING AUGUST 9, 1948

Aug. 15-18	GIFT AND HOUSEWARES SHOW,	OLYMPIC AND NEW WASHINGTON HOTELS,	SEATTLE, ORE.
Sunday August 15- August 18	TWELFTH MICHIGAN MERCHANDISE SHOW Gifts, china, glassware, housewares will be included in the merchandise shown. More than 1,000 buyers from Michigan and neighboring states are expected. Contact: C. W. Burn, Hotel Statler.	MERCHANDISERS OF MICHIGAN	HOTEL STATLER DETROIT, MICHIGAN

ADVANCE DATES AND NOTICES

Thursday August 19 2:00 P.M.- 5:00 P.M.	WAVERLY INTRODUCES NEW WINTER LINE Brilliant new budget-priced decorative fabrics for winter, in the collection styled by Margaret Riley, include about fifty new 36" glosheen patterns, thirty-five new 50" prints and an interesting assortment of new damasks and metalasses. Five room settings prepared by Miss Riley picture how these fabrics can be used effectively and economically in the home. Popular trends toward dark-colored grounds are emphasized but a wide range of new colors include: mint, yellow, spruce as well as charcoal and gray. Miss Riley and Dorothy McCabe will be in charge. Release for newspaper publication is for Monday, August 23 and photographs of the room settings will be available. Contact: Philip Schuyler, Baldwin & Mermey, MU.4-4540.	WAVERLY FABRICS DIVISION OF F. SCHUMACHER & CO.	60 WEST 40TH STREET TENTH FLOOR
Aug. 20-29	FIRST ANNUAL ALL ELECTRICAL EXPOSITION,	PAN PACIFIC AUDITORIUM,	LOS ANGELES
Aug. 23-25	TEXTILE MERCHANTS & ASSOCIATED INDUSTRIES EXHIBIT,	STATLER,	ST. LOUIS, MO.
Monday August 23- August 27	NEW YORK GIFT SHOW Large gift show to be held at these two hotels. A record attendance is expected this year to view the products of many manufacturers from coast to coast. Contact: Dorothy Meehan, Room 930, Hotel New Yorker, LO. 3-1000.	GIFT MANUFACTURERS THROUGHOUT THE COUNTRY	PENNSYLVANIA AND NEW YORKER HOTELS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 23- Sept. 19	"DEPARTMENTS IN ACTION" An educational exhibition given by the City agencies. The exhibit will cover four floors of the palace and will show how the city's 102 departments and agencies actually work, and the many tasks they perform under the city's billion-dollar budget. Some of the departments represented are: Purchase Dept., The Port Authority, The Commerce Dept., Labor Relations Division. Contact: George Daly, TE. 8-8900.	CITY OF NEW YORK	GRAND CENTRAL PALACE
Aug. 25-27	SOUTHERN VENETIAN BLIND MFRS. ASS'N. CONVENTION,		BAKER HOTEL, DALLAS, TEX.
Aug. 25-28	ADIRONDACK CRAFTSMEN'S EXHIBIT,		HARRIETSTOWN TOWN HALL, SARANAC LAKE, N.Y.
Aug. 30	MID-SOUTH GIFT SHOW,		HOTEL KING COTTON, MEMPHIS, TENNESSEE, TO SEPT. 2
Thursday August 26	GOLF TOURNAMENT AND OUTING The club's seventh annual outing and golf tournament will be an all-day affair with buffet lunch and steak dinner. Golf, swimming, horseshoes and putting contests will be held. The main event will be a baseball game, the drapery section vs. the curtain group. The number of persons who can be accommodated is 250. Tickets are available through the Curtain and Drapery Club, Hotel Collingswood, 45 West 35th St. Tickets are \$12. Contact: Joseph Walsh, MU. 3-8964.	NEW YORK CURTAIN AND DRAPERY CLUB	GLEN CASTLE COUNTRY CLUB, RYE, N. Y.
Aug. 29- Sept. 2	OHIO STATE GIFT SHOW, HOTEL DESHLER-WALLICK, COLUMBUS, OHIO PITTSBURGH GIFT SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA		
Sept. 5-9	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK-CADILLAC,		DETROIT, MICHIGAN
Sept. 5-10	DALLAS GIFT SHOW, HOTEL BAKER,		DALLAS, TEXAS
Wednesday Sept. 8- Sept. 9	FIELD CONFERENCE OF MEMBERS National and state retail association members will hold a conference at this time. Contact: Walter Morrow, President ARF, Washington, D. C.	AMERICAN RETAIL FEDERATION	FRENCH LICK HOTEL FRENCH LICK, IND.
Sept. 13-17	PARKER HOUSE GIFT SHOW,		PARKER HOUSE, BOSTON, MASSACHUSETTS
Monday Sept. 13- Sept. 17	GIFT SHOW The Fall Gift Show will be held in Boston on this date. Contact: George F. Little, MU. 9-7147.	GEORGE F. LITTLE MANAGEMENT	HOTEL STATLER BOSTON, MASS.
Tuesday Sept. 14- Sept. 19	ELECTRICAL AND HOME APPLIANCE SHOW The 11th Annual Show, which last year drew an estimated 35,000 persons will be held at this time. Contact: J. Clark Chamberlain, Secretary-Manager, Bureau of Radio and Electrical Appliances, San Diego, Cal.	BUREAU OF RADIO AND ELECTRICAL APPLIANCES	FED'L BLDG., BALBOA PARK, SAN DIEGO, CAL.
Sept. 15-17	FURNITURE RESEARCH GROUP MEETING,		WESTCHESTER COUNTRY CLUB, RYE, N.Y.
Sept. 16-17	CONVENTION NAT'L. ASS'N. FURN. MFRS.,		EDGEWATER BEACH HOTEL, CHICAGO, ILL.
Sept. 16-26	NAT'L TELEVISION AND ELECTRICAL LIVING SHOW,		CHICAGO COLISEUM, CHICAGO

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Sept. 17- Sept. 27	REVIVAL OF NEW YORK COUNTY FAIR For the first time since 1898 the New York County Fair, first held in 1828, will be revived to show exhibits in the fields of agriculture, commerce, science and industry. Housewives will display pickles, preserves and so forth and there will be contests in various home arts. No livestock, however, will be on hand at 30 Rockefeller Plaza. Contact: Mr. Thomas, Museum of Science and Industry, CI. 6-2075.	AMERICAN INSTITUTE OF THE CITY OF NEW YORK	MUSEUM OF SCIENCE AND INDUSTRY
Sept. 19-22	DENVER GIFT AND JEWELRY SHOW, HOTEL ALBANY, DENVER, COLORADO		
Sept. 20-24	BOSTON FURNITURE MARKET, MECHANICS BUILDING, BOSTON, MASSACHUSETTS		
Monday Sept. 20- Oct. 20	HOME FURNISHINGS FESTIVAL The 1948 Chicagoland Home and Home Furnishings Festival will be held on these dates. Retail furniture and department stores this year will build and display more than 50 full scale prize rooms based on winning designs from the Chicago Tribune's 1948 Better Rooms Competition. This is more than twice the number of prize rooms displayed in stores during last year's Festival. Open for inspection throughout each weekend of the Festival will be between 45 and 50 new houses built by the members of the Metropolitan Home Builders Association and furnished by Chicago retail furniture and department stores. The Chicago Tribune will publish a special section on September 19 devoted exclusively to home and home furnishings news and advertising. Contact: M. J. Berg, president of Home and Home Furnishings Council of Chicagoland. Publicity: Don Nightingale, Chicago Tribune, Room 1510, Tribune Tower, Chicago, Ill.	HOME AND HOME FURNISHINGS COUNCIL OF CHICAGOLAND	CHICAGO, ILLINOIS
Sept. 24	NRFA FALL HOME FASHIONS FESTIVAL, CHICAGO, ILLINOIS, TO OCTOBER 2.		
Sept. 25-30	LOS ANGELES GIFT SHOW, BROCK SHOPS AND BROCKMAN BLDG., LOS ANGELES, CAL.		
Sept. 26-29	OKLAHOMA GIFT AND JEWELRY SHOW, HOTEL BILTMORE, OKLAHOMA CITY, OKLA.		
Sept. 26	ANNUAL AUTUMN MARKET, MERCHANDISE MART, KANSAS CITY, MO., TO OCTOBER 2.		
Sept. 27	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILA., PA. TO OCT. 1.		

NEWS FOR OUR TRAVELING SUBSCRIBERS

August 2-10 GDANSK INTERNATIONAL FAIR, GDANSK, POLAND.

August 5-15 DANISH MERCHANDISE FAIR, FREDERICIA, JUTLAND, DENMARK.

August 22 INTERNATIONAL FESTIVAL OF MUSIC AND DRAMA, EDINBURG, SCOTLAND TO SEPT. 11.

August 26 INTERNATIONAL FAIR OF FLANDERS TEXTILES, GHENT, BELGIUM, TO SEPT. 6.

August 27 CANADIAN NATIONAL EXHIBITION, EXHIBITION PARK, TORONTO, CANADA, TO SEPT. 11.

August 30 WOOL BUYERS' ASSOCIATION OPENING SALES OF SEASON, SYDNEY, AUSTRALIA.

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

- Thursday
July 29-
August 21 GRAPHIC ART EXHIBIT PRIZE WINNERS 52 WEST 8TH STREET
The Eighth Street Playhouse Art Gallery announces a Print Exhibit by Lewis Daniel, Kathrin Cawein and Bertram Goodman. This is the fourth in a series of monthly shows by Village Art Center prizewinners. Contact: Nora Clark, Village Art Center, WA. 4-1928.
- Thursday
July 29-
August 29 EXHIBIT OF THE MUSEUM OF 11 WEST 53RD STREET
PHOTOGRAPHY MODERN ART FIRST FLOOR
Arranged by Edward Steichen, this exhibition of fifty photographs by fifty photographers represents a miniature survey of the history and landmarks in the progress of photography for the past hundred years. Starting with the earliest British pictorial photographer, D. C. Hill, the exhibition shows one of Mathew Brady's Civil War portrait groups, and the work of other 19th century photographs such as Margaret Julia Cameron, Eadweard Muybridge, and Alfred Stieglitz. The Photo Secession group is represented by Frank Eugene, Gertrude Kasebier, Clarence White and Edward Steichen. Eugene Atget in France and Charles Sheeler and Paul Strand on this continent are represented by characteristic work. Documentary work by Dorothea Lange, Walker Evans and Russell Lee is included as well as that of many other outstanding photographers. Hours, 12 to 7 P.M. weekdays, 1 to 7 P.M. Sundays. Contact: Betty Chamberlain, CI. 5-8900.
- Thursday
July 29-
Sept. 3 RETROSPECTIVE NATIONAL SERIGRAPH SERIGRAPH GALLERIES
EXHIBIT SOCIETY 38 WEST 57TH STREET
10:00 A.M.-
6:00 P.M. Due to the lively public interest which it has attracted, the nine-year retrospective exhibition of prize-winning serigraphs and prints in the permanent art collections of American museums and colleges did not close July 2 as originally planned but will be open all summer. The Serigraph Galleries are open daily; except Saturdays and Sundays. Contact: National Serigraph Society, CI. 5-8936.
- Thursday
July 29-
Sept. 6 PIERRE BONNARD EXHIBIT MUSEUM OF MODERN ART 11 WEST 53RD STREET
Such great public interest and enthusiasm has attended the retrospective exhibition of the works of Pierre Bonnard that it has been extended to September 6; 91,034 persons have seen the exhibit since it opened about two months ago. This is a comprehensive exhibit showing the life-work of the "last of the impressionists" and is drawn from the collections of seventy art lovers here and abroad. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Contact: Betty Chamberlain, CI. 5-8900.
- Thursday
July 29-
Sept. 6 PORTRAITS IN PRINTS MUSEUM OF MODERN ART 11 WEST 53RD STREET
Most of the significant movements in modern art since 1900 are represented in this exhibit of thirty-eight portraits. Those for sale are so marked. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Admission 35¢. Publicity: Betty Chamberlain, Museum of Modern Art, CI. 5-8900.
- Thursday
July 29-
Sept. 12 EXHIBIT OF MURALS MUSEUM OF MODERN ART 11 WEST 53RD STREET
Three murals, by the American painter Loren MacIver will be on exhibit. These murals, each 13 feet by 3 feet 2 inches, were executed for the American Export Lines to be installed in the dining salons of trans-Atlantic ships, and portray various items of cargo brought to the United States by these ships. Contact: Betty Chamberlain, CI. 5-8900.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday July 29- Sept. 12	PAINTINGS FROM PRIVATE COLLECTIONS Modern European and American paintings and sculptures selected from six outstanding New York State private collections will be shown. Forty-two works make up the exhibit: paintings by such artists as Sheeler, Picasso, Kuniyoshi, MacIver, Gris, Klee, Miro, Mondrian and sculptures in the abstract tradition by Arp, Brancusi and Lachaise. Hours, 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Contact: Betty Chamberlain, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR GALLERY
Thursday July 29- Going On	EXHIBITIONS Summer exhibitions in this museum include: American Folk Paintings, American Water Colors; early 19th Century to the present, City Scenes by Contemporary Printmakers. Hours: Monday through Saturday, 12 to 5, Thursday evenings, 6:30 to 9. Sundays, 2 P.M. to 6 P.M. Admission free.	THE NEWARK MUSEUM	NEWARK, N. J.
Thursday July 29 Going On	REPLICA OF SCULPTURE An exact replica in cast stone composition with a finish resembling bronze of "Woman Arranging Her Hair", a nude by the great French sculptor Aristide Maillol has just been placed on sale. The original and the replica both stand 13-5/8" high. Price \$18. Since great care has been taken to execute the replica with great accuracy in all details, the Museum has guarded against the possibility of spurious sales by sinking an engraved copper label stating its source in the base. This is the first time the Museum has offered a replica of any of its sculpture and it is hoped that it will be the first of a series. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Contact: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Sunday August 1- Sept. 1	PERUVIAN LINENS Printed Peruvian linens by Ruth Reeves, Dietrich of California and Ballard Hansen will be displayed. Also wallpapers from James Kemble Mills of California. Contact: Akron Art Institute, Akron, Ohio.	AKRON ART INSTITUTE	AKRON, OHIO
Sunday August 1- Sept. 11	SUMMER EXHIBITION The Village Art Center invites all artists, living or working in the Village and its environs to enter its Non-Jury Summer Exhibition of Oils and Watercolors at the Center Galleries. Entry slips may be obtained by sending a postcard to the Village Art Center. There will be no jury of admission or awards; and there is no entry fee. Contact: Nora Clark, WA. 4-1928.	VILLAGE ART CENTER	224 WAVERLY PLACE
Sunday August 1- Sept. 15	DISPLAY OF TROPICAL WATER LILIES A brilliant display of tropical water lilies can be seen until September 15 or possibly later, depending on the weather. Also on view is a silk tree in full bloom with tropical foliage and blue and pink blossoms; until late August. Publicity: Mathew E. Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE. BROOKLYN, N. Y.
Monday August 30- Sept. 27	PHOTOGRAPHY SHOW A show by the prizewinners of the second photography show: John Sheehan, Robert A. Hanks, Lois Hobart and Mildred Talbert will be held at the Eighth Street Playhouse Gallery. Contact: Nora Clark, WA. 4-1928.	PRIZEWINNERS	52 WEST 8TH STREET

Home Furnishings Calendar

441 Madison Avenue, New York 22, N.Y. MUrray Hill 8-4410

Board of Editors

Emma Aubert Cole, Managing Editor

Marian E. Murtfeldt

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